

Filed for intro on 06/09/2000

HOUSE JOINT RESOLUTION 842
By Montgomery

A RESOLUTION to recognize Jane Davis Rader on the occasion
of her retirement and for her outstanding public
service.

WHEREAS, it is appropriate that the members of this legislative body should honor
those persons who have served their communities with uncommon devotion and enthusiasm;
and

WHEREAS, Jane Davis Rader is one such admirable person who has served with
integrity for thirteen years as Executive Director of the Sevierville Chamber of Commerce; and

WHEREAS, as a child, Jane Rader and her family lived above her parent's automobile
showroom on Main Street; she knew all the families along the street and visited them regularly
on her tricycle; and

WHEREAS, following the tradition of her father, Cliff Davis, and her grandfather, John
Sevier Ballard, both of whom were mayors of Sevierville, Ms. Rader has devoted herself to the
advancement of her community; and

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WHEREAS, on April 30, 2000, Jane Rader stepped down as Executive Director of the Sevierville Chamber of Commerce, having led that organization since the retirement of former Executive Director, Ruby Fox, in 1987; and

WHEREAS, when Ms. Rader began her illustrious tenure with the chamber in January of 1988, the budget for operations and marketing was a little over \$30,000, of which Sevierville provided \$15,000; in 2000 the chamber budget is an outstanding \$819,000 of which \$600,000 is provided by the city; during that time, the staff has grown from two to seven full-time and two part-time people and has moved to a new location in the Welcome Center on Highway 66; and

WHEREAS, under Jane's watch at the chamber, Sevierville's attractions have increased along with the sophistication of the chamber's marketing; the advent of the golf course, shopping malls, and theaters led to moving from a slogan of "Your hometown in the Smokies" to "Where Smoky Mountain fun begins," linking Sevierville to the overall attractions of Pigeon Forge and Gatlinburg; and

WHEREAS, Jane Rader and her staff at the Sevierville Chamber of Commerce were instrumental in the city joining the forces with several bus associations and in training local businesses on how to deal with coach tours; now more than half the city's hotels and motels actively pursue the motor coach trade, ensuring a steady source of income in off-peak months; and

WHEREAS, Jane Rader has been active in fostering intra-county cooperation and the Smoky Mountain Tourism Development Council; Pigeon Forge's Winterfest, the Harvest Festival, and the stadium welcome center will jointly benefit all of Sevier County; and

WHEREAS, Ms. Rader is and remains an active and important part of the community and will continue to participate in civic organizations and activities; she and her husband Ron are the proud parents of Jeff, a judge; Mitch, an insurance executive; and John, a dentist; and

WHEREAS, Jane and Ron Rader look forward to spending quality time with their four grandchildren and in leisure activities on Douglas Lake, particularly this summer; and

WHEREAS, Ms. Rader exemplifies the spirit and allegiance to family and community that is characteristic of a true Tennessean; her dynamic leadership as Executive Director of the Chamber of Commerce has been instrumental in the economic advancement of Sevierville; and

WHEREAS, throughout her honorable career, Jane Rader has demonstrated a remarkable ability to motivate others to reach their potential, winning the respect and admiration of his peers; now, therefore,

BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE ONE HUNDRED FIRST GENERAL ASSEMBLY OF THE STATE OF TENNESSEE, THE SENATE CONCURRING, That we honor Jane Davis Rader for her outstanding and dedicated service to the City of Sevierville as Executive Director of the Sevierville Chamber of Commerce and extend to her our heartfelt wishes for a happy and fulfilling retirement.

BE IT FURTHER RESOLVED, That an appropriate copy of this resolution be prepared for presentation with this final clause omitted from such copy.